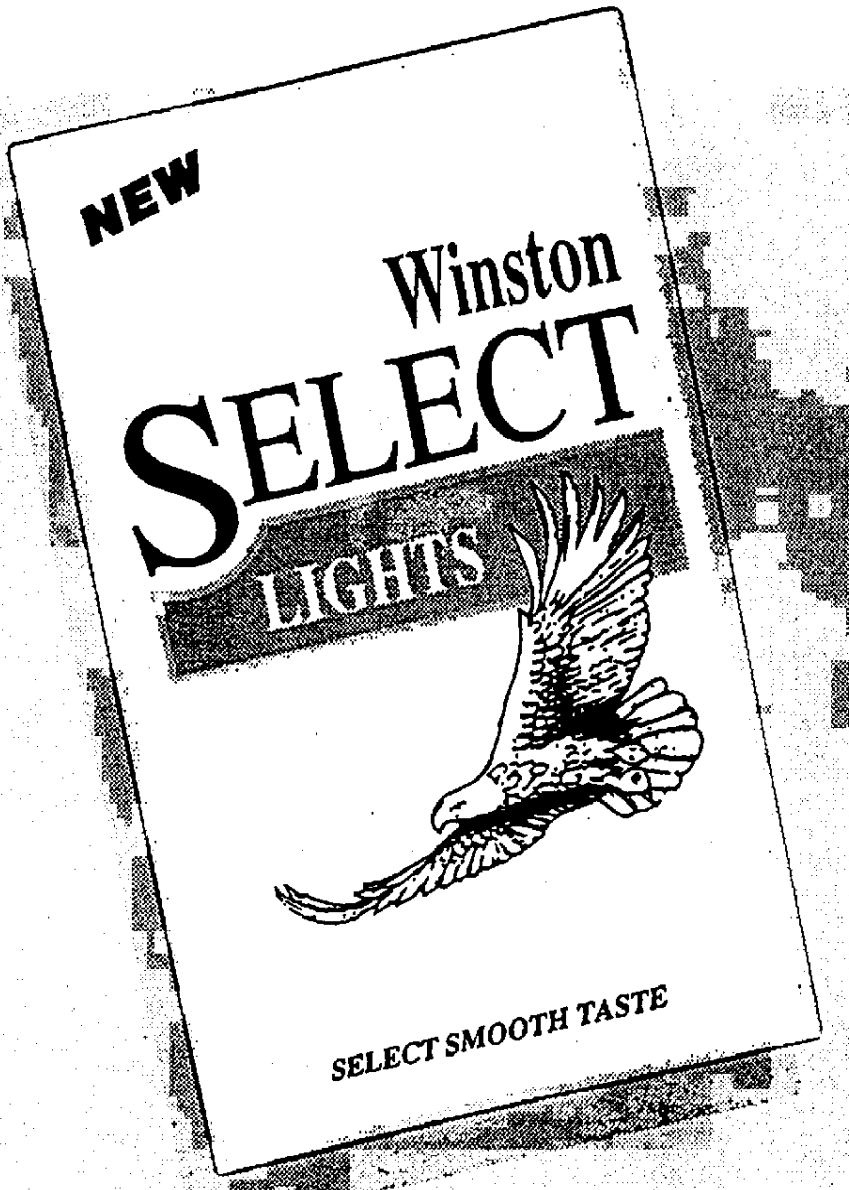
CONFIDENTIAL



51854 1469

August 2, 1993
National Introduction

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

Winston SELECT Full Flavor and Lights

Product Proposition/Marketing Objectives

Product Proposition

Winston SELECT Lights is a mild, smooth product which appeals to Marlboro Lights smokers.

Research, your comments and consumer feedback in 1992 indicated that we positioned SELECT too close to Base Winston causing confusion among competitive and franchise smokers. In an effort to minimize franchise confusion and maximize proposition success, the following steps have been taken for this launch:

- Deliver carton inserts to our Winston Lights franchise explaining the distinction between SELECT Lights and Winston Lights prior to DTS

- Contemporary white and blue packaging design (very different from Winston Lights) and white filter tips which signal a new, smooth SELECT. Primary brand communication is SELECT while maintaining the heritage of the Winston name

- Modified SELECT Full Flavor blend to deliver an even smoother taste at a lower tar level

SELECT Full Flavor and Lights will initially be promoted with a national B1G1F/B5G5F. We deem this level of promotion necessary to get this new full price entry adequate trial in today's current heavy discounting environment.

Marketing Objectives

- Launch the SELECT line as a distinctive proposition from Base Winston.

- Leverage the Big Brand/High Quality perception of the Winston name while providing a line of products that *meet the smooth taste wants of today's competitive smokers* to stabilize and grow Winston's overall share of market. Without SELECT, Winston will continue to decline.

- Gain awareness and trial among 21-34 year old male and female smokers of competitive lights brands.

51854 1470

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

Marketing Objectives (Cont'd)

- Convert adult Marlboro smokers to the SELECT line with a B1G1F/B5G5F offer, Challenge advertising and direct marketing.

- Broaden the Winston Brand's appeal to all adult smokers:

    - Lights
    - 100's/Slim Lights Box

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

Winston SELECT Full Flavor and Lights

Sales Objectives/Strategies

Coverage Objectives

Direct Account/Direct Chains/Chains:

- Complete coverage of all Direct Accounts, Direct Chains and Non Direct Chain Accounts should take place from June 7 to June 25. Both the SELECT Full Flavor B1G1F/B5G5F *and* our new SELECT Lights B1G1F/B5G5F styles should be sold at this time.

- Due to the unique nature of the SELECT Full Flavor B1G1F/B5G5F and Lights B1G1F/B5G5F introductory promotion, D calls offer an excellent opportunity for distribution as well. Penetration of these accounts should be attained through Direct Account sales people, distributor assist or telemarketing efforts. Availability of a distributor assist display is communicated later in this document.

Retail Accounts:

- During normal coverage between June 7 and July 9, all Key, A, B and C accounts should be contacted by Sales Representatives to explain the SELECT Full Flavor transition to a B1G1F/B5G5F carton *and* the SELECT Lights introductory program elements.

- Implementation of normal new brand DTS activities should take place in all monthly Key, A, B, C and E04 accounts during August. Obviously part-time Sales Associates can assist in placing displays, POS and PDI that may have been sold-in during prebooking in June/July.

Distribution Strategies

- Achieve maximum distribution levels on the current SELECT Full Flavor styles and the SELECT Lights introductory styles. Distribution objective will be 100%.
- The SELECT Lights 85mm Soft Pack and 83mm Box styles are recommended for all markets since these two styles offer the best competitive opportunity.

- SELECT Lights 100mm Soft Pack and SELECT Slim Light 100mm Box should be introduced based on marketplace opportunity. One or both should be introduced in all markets subject to your AVP or Regional Manager direction.

Retail Strategies

- **DURING JULY THROUGH SEPTEMBER ON SELECT FULL FLAVOR STYLES AND AUGUST THROUGH SEPTEMBER ON SELECT LIGHT STYLES, THE *ONLY* PRODUCT AVAILABLE WILL BE B1G1F/B5G5F PROMOTIONAL PRODUCT.**

51854 1472

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

3RD QUARTER RETAIL COVERAGE

6/14/93-7/1/93

- ACHIEVE COVERAGE OF ALL MONTHLY ACCOUNTS THAT HAVE NOT BEEN MADE FOR THE MONTH OF JUNE.

7/6/93-7/9/93

- WORK RAPID COVERAGE 10 CALLS PER DAY, 100% OF ALL C13 ACCOUNTS.
  (07 @ 50%) (OTHERS WORK D CALL BALANCE)

7/12/93-7/30/93

- ACHIEVE COVERAGE OF ALL MONTHLY ACCOUNTS.

8/2/93-8/6/93

- WORK RAPID COVERAGE 10 CALLS PER DAY, 100% OF ALL C13 ACCOUNTS.
  (07 @ 50%) (OTHERS WORK D CALL BALANCE)

8/9/93-8/27/93

- ACHIEVE COVERAGE OF ALL MONTHLY ACCOUNTS.

8/30/93-9/30/93

- ACHIEVE COVERAGE OF ALL MONTHLY ACCOUNTS, AND OVER-COVERAGE OF HIGH VOLUME, DISPLAY, AND MERCHANDISING ACCOUNTS.

51854 1473

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

RETAIL CALLS

ASSIGNMENT	C13	D52
01	21	49
02	31	91
03	26	36
04	8	44
05	25	48
06	51	128
07	86	263
08	18	26
09	13	27
10	36	135
11	44	321
12	30	161

51854 1474

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

Retail Strategies (Cont'd)

- **IN ORDER TO MAKE THIS PROMOTION SUCCESSFUL, IT WILL BE CRITICAL TO STRIVE FOR A HALF CARTON PRICE POINT ON THE B5G5F CARTONS. A "FIVE SINGLE PACK PRICE POINT" WILL NOT RESULT IN A COMPELLING PROMOTION TO ADULT COMPETITIVE SMOKERS IN CARTON OUTLETS.**

July

- Beginning July 5 every effort should be made to promote original graphics SELECT Full Flavor product **through to the consumer as product returns are tremendously expensive to the Company.** Utilize your existing coupon/VPR/buydown budgets to promote this product through at retail. Coupon as necessary to move through new graphics SELECT Full Flavor $4.00/40¢ Summer Promotion product. This may require additional couponing of 60¢ (total $1.00 per pack) and $3.00 (total $7.00 per carton). This is being authorized to quickly clean up the retail environment.

- SELECT B1G1F/B5G5F product during the month of July should be merchandised on existing platforms at retail. Temporary generic displays and supporting POS may also be placed to communicate this promotion where needed (see Point-of-Sale Section for SELECT Full Flavor B1/B5 July specific POS pieces).

- SIS will be programmed for SELECT Lights distribution on July 12.

August-September

- Since all SELECT product during the August-September time period is promotional product, every attempt should be made to maximize usage of existing platforms to promote SELECT styles via ICAP guidelines in the merchandising section of this Book.

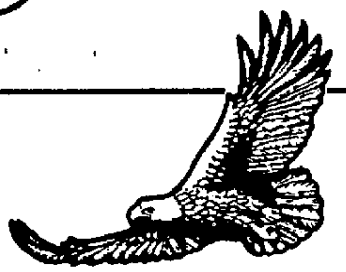
- Additional emphasis should be placed on semi-permanent and temporary displays where platforms are not available.

- Product should not be overloaded into retail calls since it is intended to be the ongoing offer during this introductory period. Due to the unique promotional nature of this product, it is important to provide order numbers to Retail Accounts to ensure continuous product availability at retail.

51854 1475

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

Winston
SELECT



Winston Select
Retail Order Form

Date JUNE

Account Name YOURSTORE

Street ANYWHERE

City USA

State _____ Zip _____

Jobber NEW JERSEY

Branch Location _____

_____

Account ID# _____

Delivery Date WEEK OF 7/5/93

Please ensure delivery of the following quantity of new Winston Select Lights and Winston Select Full Flavor cigarettes to my store.

Number of Cartons	Brand Name	Warehouse Item Number
2	Winston Select Lights King	
2	Winston Select Lights Box	
2	Winston Select Lights 100's	
2	Winston Select Slim Lights 100's Box	
2	Winston Select Full Flavor King	
2	Winston Select Full Flavor Box	

Delivery Instructions: MAXIMUM CARTONS PER STORE

Date _____

Purchaser _____

RJR Rep _____

EXAMPLE

51854 1476

© 1993 R.J. Reynolds Tobacco Co.

PTD In USA 413404

DIRECT ACCOUNT COPY

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

Retail Strategies (Cont'd)

Beyond September

- **We all know it takes ongoing support to get a new full price brand moving in today's competitive environment. You can be assured there will be additional support in 4th Quarter 1993. The programs for 4th Quarter will be determined when we are in a better position to evaluate competitive full price activity.**

51854 1477

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

Winston SELECT Full Flavor and Lights

Merchandising Objectives/Strategies

The SELECT Full Flavor and SELECT Lights introductory programs were designed to provide trial and conversion while minimizing the amount of time traditionally spent assembling and executing in-store promotions by Sales Representatives. **This was the primary reason for a B5G5F carton: to allow shipment from a Direct to any type of retailer with minimal Sales handing required.**

Camel Special Lights remains a priority for the Company. We all know it is extremely difficult to merchandise/display two brands when Winston and Camel are both top priorities. We have done our best to provide supplemental tools to leverage both but, in the end, it is your call on how to best leverage opportunities on a call-by-call basis. The following merchandising strategies were developed to support Winston SELECT and Camel Special Lights in the retail environment.

Carton Outlets

- The number one merchandising objective in carton outlets should be to obtain a supplemental floor base display at retail. This accomplishes two objectives:
  - Gains maximum awareness by consumers at retail in an increasingly cluttered environment
  - Increases timing flexibility in finding a permanent home for the SELECT Family later in 1993 or in early 1994
- SELECT Full Flavor and SELECT Lights should be merchandised in package and carton fixtures as a Family next to or underneath the Base Winston Family *or* as close to Marlboro as possible.
- **Every effort should be made to introduce the SELECT Family styles in the full price merchandising area of package and carton fixtures.**
- Workplan POS materials should be utilized consistent with ICAP merchandising guidelines.

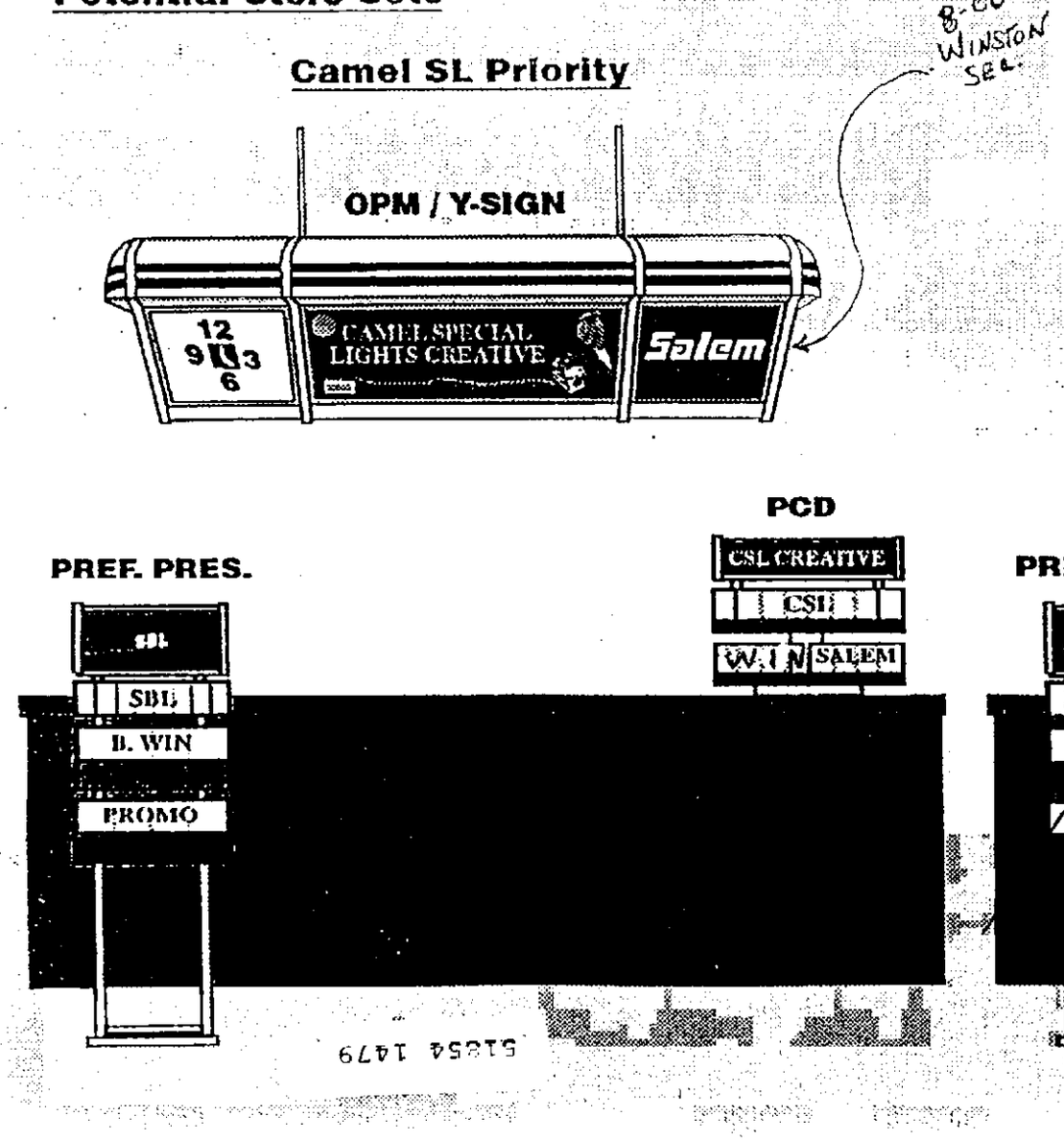
51854 1478

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

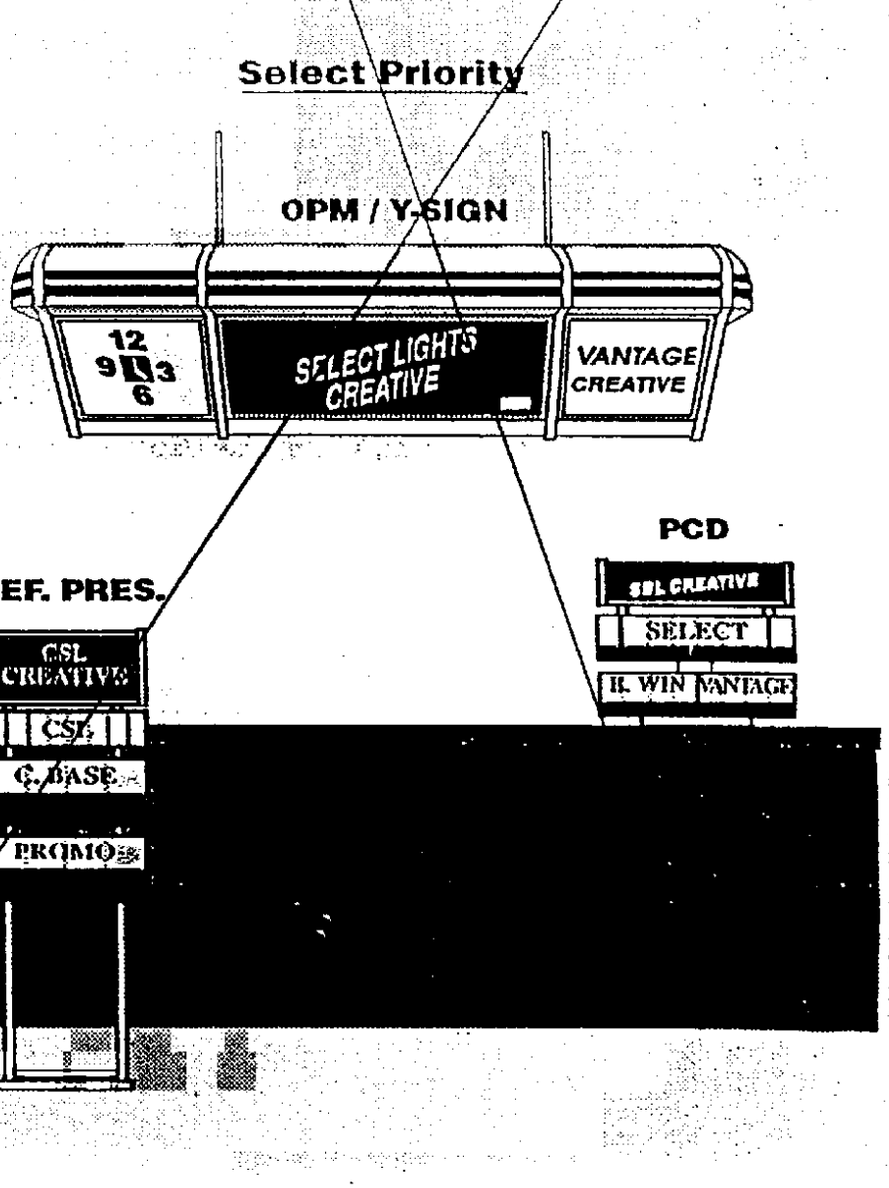
SELECT LIGHTS LAUNCH

Potential Store Sets

Camel SL Priority



Select Priority



Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

Winston SELECT Full Flavor and Lights

Retail Promotion

Overview

- All SELECT Full Flavor and SELECT Lights product will be shipped in B5G5F cartons with individually banded B1G1F offers in each carton.
- This B1G1F product will be the only product available from first delivery date of June 28 on SELECT Full Flavor and July 12 for SELECT Lights through September 30.
- All packaging and most support materials will be flagged with the offer. In selected situations, Wobblers and Starbursts will be required to communicate the actual Buy-One or Buy-Five offer.
- Floor Base and Semi-Permanent Counter Display payments allow for a variable rate payment based on marketplace needs. Your Regional Manager will provide your allocated budget amount (details to follow).
- To assist in continuing awareness on the Winston "Weekends" Program all B1G1F offers during this promotional period will have a mini "Weekends" catalog between the Buy-One packs.
- ***No* B1G1F product should be worked *with* premium offers.**

Retail Support

- Semi-Permanent Floor Base Display
  - Bottom section displays 36 full cartons of product with carton's front facing to show offer flagged on full carton graphics. The top holds 9 cartons of B1G1F pack offers. Total capacity of 45 cartons.
  - SIS reporting:

Display	-	SELECT FB DISPL
HH Dates	-	8/2/93-12/31/93
PC Dates	-	8/2/93-1/28/94
Rate	-	NO PAY

51854 1480

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

Retail Support (Cont'd)

- Temporary Floor Base Display

  - Displays 30 full cartons of product with carton's front facing to show offer flagged on cartons. Top can be modified to a package section similar to the semi-permanent unit. This unit should be used in high volume accounts where multiple floor displays will be required. Total capacity of 40 cartons.

  - SIS reporting:

Display	-	SELECT FB DISPL
HH Dates	-	8/2/93-12/31/93
PC Dates	-	8/2/93-1/28/94
Rate	-	$25.00 (rate may be adjusted by varying the number of placements reported)

- Semi-Permanent Pack Counter Display

  - Displays Full Flavor and Lights product in pack replica displays; one carton per style of B1G1F offers

  - SIS reporting:

Display	-	SEL SEMI-PERM D
HH Dates	-	8/2/93-12/31/93
PC Dates	-	8/2/93-1/28/94
Rate	-	NO PAY

- Temporary Counter/Distributor Assist Display

  - Displays 30 B1G1F offers

  - Payment is $3.00 with 4 renewals

  - SIS reporting:

Display	-	SEL COUNTER DISP
HH Dates	-	8/2/93-10/1/93
PC Dates	-	8/2/93-10/29/93
Rate	-	$3.00

51854 1481

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

Retail Support (Cont'd)

- Dump Bin Display with Riser Card
  - Payment is $5.00 with 4 renewals
  - SIS reporting:

Display	-	SEL DUMP BIN
HH Dates	-	8/2/83-10/1/93
PC Dates	-	8/2/93-10/29/93
Rate	-	$5.00

51854 1482

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

Support Material Information and Availability

51854 1483

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

Winston SELECT Full Flavor and Lights

Regional/Menthol Initiatives

Marketing Objectives

In both RIP and MIP markets the marketing objectives are consistent with the General Market objectives.

Markets

Support materials will be available for all RIP Divisions for the program. Items available are listed in the Point-of-Sale Section in this Book.

Retail Promotion

Consistent with the General Market plan, SELECT product during the introductory period will be the B1G1F/B5G5F product.

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

Winston SELECT Full Flavor and Lights

Allocations

Allocations have been established for all SELECT styles during this promotional period. Quantities should be sufficient to satisfy Direct Account needs for the promotional period June 28 through September 30, 1993.

Product for the B1G1F/B5G5F on SELECT Full Flavor and Lights will be allocated in two waves to ensure ongoing availability to all Direct Accounts:

	SELECT FF	SELECT Lights
Wave I	6/28-7/30	7/12-8/13
Wave II	8/02-9/30	8/02-9/30

Direct Account allocations will be available in the Promotional Product Allocation System as B1G1F Allocations on June 4 for all waves of allocations. Allocation transfers or adjustments may be made on SELECT Full Flavor and SELECT Lights. However, different procedures will apply due to SELECT Lights new brand status.

Transfers/Adjustment Procedures

SELECT Full Flavor

- Adjustment periods:

	SELECT Full Flavor
Wave I	6/04-6/17
Wave II	6/04-7/08

- Procedures:

  If allocation transfers or adjustments are necessary, please utilize the following procedures. Ensure that quantity adjustments are made during the appropriate period for the appropriate wave.

  1. Send request for allocation transfer/adjustment via fax to Promotion Support Section (919-741-2156).

  2. Identify the account by account number and indicate the wave and style needing adjustment.

  3. If adjusted in the proper time period, all adjustments will be accepted within reasonable quantities.

51854 1485

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

Potential Form Letter for Directs to Send to Retail

To Our Valued Retail Customer:

R. J. Reynolds Tobacco Company will be working a 3rd Quarter promotion on their Winston SELECT brand and introducing new Winston SELECT Lights styles. The new Lights styles are Soft Pack Kings, King Size Box, 100's Soft Pack and Slim Light 100's Box.

This program provides us the ability to offer you a Buy-One-Pack-Get-One-Free/Buy-Five-Packs-Get-Five-Packs-Free on two styles of SELECT Full Flavor from June 28 to September 30 and up to four styles of SELECT Lights during the promotional period of July 12 through September 30. All packs and cartons are pre-printed with the B1G1F/B5G5F offer. In fact, the only SELECT product available during these promotion periods will be Buy-One-Get-One-Free or Buy-Five-Get-Five-Free. Consequently, all orders for SELECT will be filled with this promotion product. For each carton ordered (by style), we will fill it with two Buy-Five-Packs-Get-Five-Packs-Free cartons.

We are pleased to offer this promotion to you and are confident the SELECT Lights introduction will generate excitement and increased sales for your store.

Your R. J. Reynolds Sales Representative will be contacting you with additional details.

If you have any questions, please feel free to contact us.

Sincerely,

Direct Account Name
Phone Number

51854 1486

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

Winston SELECT Full Flavor and Lights

Media/Direct Marketing

Media

All media efforts will be focused in national magazines. These print ads will challenge Marlboro Lights smokers to try the smooth taste of Winston SELECT Lights with a B1G1F in their favorite retail store.

In addition, selected ads will offer a "Challenge Your Idea of Smooth" taste test kit that enables Marlboro smokers to cover the brand name on the actual cigarette and do their own taste comparison. Competitive adult smokers perceive this challenge as a bold statement of confidence in our product and are further compelled to "Take the Challenge."

All print will begin in early August and run through mid-September.

Direct Marketing

An aggressive mailing to over 3 Million adult Marlboro Lights smokers will take place in late July/early August containing the following four components:

- The SELECT Lights product story
- The same "Challenge Kit" delivered in print media
- Announcement of the B1G1F at retail
- Mini Winston Weekends catalog plus 15 "Worth a Winston" pack proofs to get competitive smokers involved in our continuity program

51854 1487

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

RJR MID-PRICE BRANDS

- MID-PRICE BRANDS (DORAL/MAGNA/STERLING) REMAIN AN IMPORTANT PRIORITY FOR RJR SHORT AND LONG TERM FUTURE.

  ACCORDINGLY, PROPER PRICING, PRICE COMMUNICATION, AND MERCHANDISING MUST BE OBTAINED AND MAINTAINED AT RETAIL.

- DORAL WILL CONTINUE TO BE OUR #1 PRIORITY IN THE MID-PRICE MARKET, REQUIRING A STRONG RETAIL PRESENCE IN ALL CALLS.

- MAGNA/STERLING ARE LOWER PRIORITY AND WILL BE WORKED AGAINST SPECIFIC COMPETITIVE BRANDS, FOR EXAMPLE, STERLING SLIMS VS. MISTY.

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

NEWARK DIVISION MID-PRICE STRATEGY

- CONTINUE TO BE AGGRESSIVE IN PRICING AGAINST EACH STORE'S PRIMARY COMPETITIVE MID-PRICE BRAND.
- IN CALLS WITH HIGHLY DEVELOPED MID-PRICE BRANDS, WE WILL COUPON AT .5¢ LOWER THAN COMPETITION.
- USE $4.00 AND $5.00 COUPONS/VPR'S AS NEEDED.
- SELECTIVELY INCREASE THE NUMBER OF BUY-DOWN CALLS (MUST BE APPROVED BY D/M).
- LIMIT STERLING DISTRIBUTION TO THOSE STYLES THAT SHOW CONSUMER MOVEMENT. STERLING SLIM WILL BE COUPONED AT .50¢ VALUE IN CALLS WITH STRONG MISTY SALES.
- WORK MAGNA BOX STYLES IN HIGHLY DEVELOPED MARLBORO BOX CALLS UTILIZING $5.00 / .50¢ COUPONS/VPR'S. (ALL MAGNA MUST BE COUPONED AT .50¢ VALUE.)
- WORK DORAL B1G1F OFF THE CAR.
- CONTINUE TO COMBINE MID-PRICE BRANDS INTO ONE DISPLAY WHILE INCREASING SIZE AND CAPACITY.
- GAIN PLACEMENT OF ADDITIONAL CCD (IF YOU HAVE THE BUDGET).
- GAIN ADDITIONAL PLACEMENTS OF TEMPORARY DISPLAYS ON PACKS AND CARTONS.
- PLACE EMPHASIS ON DORAL BANNER PLACEMENTS.

51854 1489

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

RJR LOWEST PRICE PRIORITIES

1) **MONARCH**

- EXPAND MONARCH DISTRIBUTION TO ALL CALLS WHILE MAINTAINING CURRENT BUSINESS.

- COMPETITIVE ACTIVITY AT LOWEST PRICE REMAINS INTENSE, ESPECIALLY WITH BASIC/GPC. WE MUST ENSURE THAT WE ARE ACTIVE IN THIS SEGMENT WITH A NATIONAL BRAND MONARCH.

2) **BEST VALUE**

- WE MUST AGGRESSIVELY DEFEND OUR BEST VALUE BUSINESS AGAINST INCREASED COMPETITIVE ACTIVITY WHILE MOVING OUR EMPHASIS TOWARDS MONARCH.

3) **DISTRIBUTOR PRIVATE LABEL**

- THIS BUSINESS CONTINUES TO BE IMPORTANT TO US, AND WE SHOULD NOT JEOPARDIZE OUR RELATIONS WITH DISTRIBUTORS. WE WILL MAINTAIN THIS POSITIVE RELATIONSHIP WHERE OUR BRANDS ARE FAIRLY PRICED TO RETAILERS AND IN DISTRIBUTION AT RETAIL. IT IS STILL EXPECTED THAT MONARCH WILL ALSO BE PLACED IN MOST OF THESE CALLS.

51854 1490

Source: https://www.industrydocuments.ucsf.edu/docs/gqjh0000

NEWARK DIVISION 3RD QUARTER LOW PRICE STRATEGY

- GAIN 100% MONARCH IN ALL CALLS MADE. EMPHASIS ON MONARCH BOX AND FF MENTHOL STYLES.

- MONARCH BOX AND MONARCH FF MENTHOL STYLES WILL BE WORKED OFF THE CAR TO ACHIEVE BETTER MARKET PENETRATION.

- AGGRESSIVELY WORK MONARCH FF MENTHOL IN HIGHLY DEVELOPED NEWPORT CALLS.

- GAIN PLACEMENT OF MONARCH SEMI-PERMANENT AND TEMPORARY DISPLAYS.

- ACHIEVE PRICE PARITY WITH ALL MAJOR COMPETITIVE EVERY DAY LOW PRICE.

- WORK WITH RETAILER IN SELECTIVE CALLS TO GAIN LOWER PRICE AT RETAIL.

51854 1491

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

MONARCH BUY-DOWN PROGRAM

IN ORDER TO ASSIST YOU IN GAINING DISTRIBUTION AND TO GAIN PRICE PARITY WITH MAJOR COMPETITORS, YOU ARE AUTHORIZED TO WORK A MONARCH BUY-DOWN.

PROGRAM GUIDELINES:

1. PROGRAM WILL BE USED TO GAIN PRICE PARITY WITH COMPETITOR BRANDS.
2. IN CALLS WHERE COMPETITORS HAVE A LARGE SHARE, WE WILL USE BUY-DOWNS TO GAIN COMPETITIVE ADVANTAGE.
3. WE WILL STRIVE TOWARDS PARTNERSHIPS WITH RETAILERS TO GAIN LOWER PRICE BY MATCHING RETAILER BUY-DOWN.

SIS REPORTING

MONARCH .50¢ BD (REPORT # OF .50¢ BD TO MATCH AMOUNT OF BUY-DOWN).

51854 1492

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

EXAMPLE I

- PHILIP MORRIS IS BUYING BASIC DOWN BY .10¢ FROM $1.35 TO $1.25.
- WE WILL BUY DOWN MONARCH TO MEET COMPETITION .10¢ A PACK TO $1.25.

SIS REPORTING

MONARCH .50¢ BD (REPORT # OF .50¢ BD TO THE NEAREST .50¢ TO COVER COST OF BUY-DOWN).

EXAMPLE II

- PHILIP MORRIS IS BUYING BASIC DOWN BY .10¢ FROM $1.35 TO $1.25.
- WE WILL BUY DOWN MONARCH TO MEET COMPETITION .10¢ TO $1.25.
- IF RETAILER AGREES TO REDUCE PRICE BY .5¢ PER PACK, WE WILL MATCH RETAILER WITH .5¢ BUY-DOWN TO:

.15¢ BUY-DOWN BY RJR
.5¢ BUY-DOWN BY RETAIL
.20¢ BUY-DOWN TOTAL

FINAL PRICE $1.15 PER PACK

SIS REPORTING

MONARCH .50¢ BD (REPORT # OF .50¢ BD TO COVER COST).

51854 1493

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

EXAMPLE III

- GPC IS IN STORE AT REGULAR PRICE OF $1.50. GPC IS BUYING DOWN ACCOUNT .20¢ TO $1.30.

- **RJR RESPONSE WILL BE**:

  - MONARCH COST TO RETAILER: $12.93 (AVG. PRICE K/100)
  - DORAL - AVERAGE IS $12.13 - $.80 (FROM DIST.)
  - GPC COST TO RETAILER: $13.45 (AVG. COST OF GPC)

  - DIFFERENCE IN PRICE BETWEEN GPC AND MONARCH: $ 1.32

- RJR WILL USE THE DIFFERENCE IN PRICE TO REDUCE MONARCH .10¢ AND APPLY A .10¢ BUY-DOWN TO MEET COMPETITION.

- IN THESE CALLS, WE WILL ALSO STRIVE TO GET RETAILER TO KICK IN .5¢ WHICH WE WILL MATCH TO REDUCE PRICE BELOW GPC.

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

MONARCH INTRODUCTORY OFFER

IN ORDER TO ASSIST YOU IN OBTAINING NEW DISTRIBUTION ON MONARCH, YOU ARE AUTHORIZED TO WORK A BUY 12 CARTON GET ONE FREE CARTON DURING 3RD QUARTER.

PROGRAM GUIDELINES:

1. PROGRAM WILL BE OFFERED ONLY TO ACCOUNTS WHERE WE HAVE NO DISTRIBUTION ON MONARCH.
2. PROGRAM MUST INCLUDE MONARCH BOX STYLES AND MONARCH FF MENTHOL TO QUALIFY FOR PAYMENT.
3. PRODUCT MUST BE DISPLAYED TO QUALIFY FOR PAYMENT.
4. LIMITS ARE 10 FREE CARTONS PER ACCOUNT/ ONE OFFER PER OUTLET.

SIS REPORTING

MONARCH $1.00 PMT (REPORT THE COST OF THE FREE CARTON TO THE NEAREST $1.00).

EXAMPLE: RETAILER IS CHARGED FOR 13 CARTONS D/O OR CASH. BY DRAFT RJR WILL REFUND THE COST OF ONE CARTON AT WHOLESALE PRICE.

51854 1495

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

RJR MONARCH BUY 12 GET 1 FREE CARTON PROGRAM

ACCOUNT NAME: _____ DATE: _____

ADDRESS: _____ SIS: _____

_____

_____

_____BUY 12 GET 1 FREE _____# FREE CARTONS

#_____FREE CARTONS X WHOLESALE PRICE = _____

RETAIL SIGNATURE:_____ DATE:_____

RJR S/R SIGNATURE:_____ DATE:_____

51854 1496

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

MONARCH SEMI-PERMANENT DISPLAY PROGRAM

IN ORDER TO ASSIST YOU IN GAINING AND MAINTAINING DISTRIBUTION, THE NEWARK DIVISION HAS DEVELOPED A SEMI-PERMANENT DISPLAY PROGRAM TO BE WORKED DURING THE 3RD AND 4TH QUARTER OF 1993.

PROGRAM GUIDELINES:

1) DISPLAY CAN BE SET UP ON SELF-SERVICE FOR A MAXIMUM PAYMENT OF $15.00 PER MONTH OR NON SELF-SERVICE FOR MAXIMUM PAYMENT OF $10.00 IN CALLS THAT WILL NOT ALLOW ANY SELF-SERVICE DISPLAYS.

2) PRODUCT MUST BE DISPLAYED IN RJR PERMANENT UNIT PROVED BY RJR.

3) RJR WILL REQUIRE PLACEMENT OF WINSTON LUNCH TRUCK DECAL ON FRONT WINDOW, PLUS TWO OTHER PIECES OF ADVERTISING DECIDED BY RJR SALES REP.

4) ALL PAYMENTS WILL BE MADE BY RJR SALES REPRESENTATIVE ON MONTHLY BASIS BY DRAFT.

5) ALL REQUIREMENTS MUST BE IN COMPLIANCE TO GET PAYMENT.

6) ONLY ONE DISPLAY PER CALL.

7) THIS DISPLAY WILL REPLACE THE SPECIAL MARKET CONTRACT THAT WE DISCUSSED AT OUR LAST MEETING.

SIS REPORTING

MONARCH $1.00 PMT (REPORT 3 OF $1.00 UNITS NEEDED TO ACHIEVE PAYMENT).

51854 1497

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

NEWARK DIVISION SEMI-PERMANENT DISPLAY AGREEMENT

RJR IS PLEASED TO ANNOUNCE THE FOLLOWING DISPLAY PLAN EFFECTIVE JULY 1, 1993 THROUGH DECEMBER 31, 1993:

GENERAL REQUIREMENTS

- RJR SPECIAL MONARCH/LOW PRICE DISPLAY
- RJR DESIGNATED ADVERTISING

PAYMENTS WILL BE MADE ON A MONTHLY BASIS BY RJR SALES REPRESENTATIVE.

VOLUME CATEGORY	WEEKLY VOLUME	SELF-SERVICE POSITION	NON-SELF SERVICE POSITION
1	10-49	$4.00	$3.00
2	50-99	$8.00	$6.00
3	100+	$15.00	$10.00

- VOLUME WILL BE DETERMINED BY THE AVERAGE TOTAL WEEKLY SALES OF ALL BRANDS DURING THE LAST THREE-MONTH PERIOD.
- **DESIGNATED ADVERTISING**: DESIGNATED RJR ADVERTISING MUST BE MAINTAINED IN THE FOLLOWING AREAS APPROVED BY RJR SALES REPRESENTATIVE:

  - ☐ STORE FRONT
  - ☐ HIGH TRAFFIC AREA
  - ☐ PRIMARY SALES AREA

** ONLY ONE DISPLAY PLAN PER CALL.

51854 1498

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

NEWARK DIV. SEMI-PERMANENT DISPLAY AGREEMENT (CONT.)

ACCOUNT NAME:_____ SIS #:_____

ADDRESS:_____

_____

_____

DISPLAY PLAN:_____ MONTHLY PAYMENT:_____

ADVERTISING REQUIREMENT: 1)_____

2)_____

3)_____

RETAILER SIGNATURE:_____

RJR S/R SIGNATURE:_____

51854 1499

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000

NEWARK DIVISION

JUNE WORKPLAN

Summer Promotion

* Select $1.00 lower marlboro
* Base Winston POS/display
* Prebook Select
* Salem Gold POS/display
* CPN/VPR S/W/C .50 ongoing

CAMEL

* Special Lt. B1G1F/discounts
* Camel base B1G1F/discounts
* Work remaining Camel premiums

MID-PRICE

* PRICE PARITY
* MAGNA $.50
* Sterling Slim $.50
* Price Signage
* Gratis promotions

PRIVATE LABEL

* Price parity
* opp. budget/perm.temp disp.
* Monarch Distribution-EVERYWHERE!
* B1G1F

JULY WORKPLAN

Summer promotion

* Select B1G1F
* Base Winston/$.40
* Select Light sell-in
* Camel S.L $1.25
* Camel base buy-down
* Camel S.L. $.50 vpr/cpn
* Salem $.50 vpr/cpn

MID-PRICE

* Price parity
* Magna $.50
* Sterling Slim $.50
* Price signage
* Gratis promotions

PRIVATE LABEL

* Same as June

AUG. WORKPLAN

Summer promotion

* Select Introduction
* Camel B2G1F base
* Camel $.50 vpr/cpn
* W/S/C discounting

MID-PRICE

* Same as July

PRIVATE LABEL

* Same as June/July

51854 1500

Source: https://www.industrydocuments.ucsf.edu/docs/gqjn0000